



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Strategic Media Services  
3299 K Street NW  
Ste 200  
Washington, DC 20007

# Contract # 1268060

**Schedule Dates** 03/22/12-03/27/12  
**Advertiser** Freedom Path (69617)  
**Agency** Strategic Media Services (8287)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** FREEDOMS PATH (429114)  
**Salesperson** TeleRep/DC, Washington DC (2995)  
**Sales Office** TeleRep Washington DC  
**Buyer Name** WILLIAMS, NEIL  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Standard  
**Comments** FREEDOMS PATH  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* TV:3/21-27/12

**Date Entered** 03/20/12  
**Last Modified** 03/22/12  
**Entered By** Katie Freckleton  
**CO-OP** No  
**Headline #** 06072811  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$1,470.00  
**Net Total** \$8,330.00  
**Sales Tax**

## Salt Lake City (KUTV)

By Broadcast Month	Spots	Rate
Mar. 2012	4	\$5,700.00
Apr. 2012	4	\$4,100.00
<b>Grand Total:</b>	<b>8</b>	<b>\$9,800.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News (1)	03/22/12-03/23/12	1	:30	12P- 1P (MST)	1				X	X			1	\$500.00	\$500.00	Salt Lake City (KUTV)	NEWS	3/20/12
2.0	Normal Line / News (3)	03/22/12-03/22/12	1	:30	5P- 5:30P (MST)					1					\$1,200.00		Salt Lake City (KUTV)	NEWS	3/20/12
2.0.1	Closed Preempt (3)	03/22/12															Salt Lake City (KUTV)	Pre-empt/Exception - Per Shannon	
3.0	Normal Line / News (3)	03/27/12-03/27/12	1	:30	12P- 1P (MST)			1						1	\$500.00	\$500.00	Salt Lake City (KUTV)	NEWS	3/20/12
4.0	Normal Line / News (4)	03/27/12-03/27/12	1	:30	5P- 5:30P (MST)			1						1	\$1,200.00	\$1,200.00	Salt Lake City (KUTV)	NEWS	3/20/12
5.0	Normal Line / SPOT (6)	03/25/12-03/25/12	1	:30	8A- 9:30A (MST)								1	1	\$1,000.00	\$1,000.00	Salt Lake City (KUTV)	SUNDAY MORNING	3/20/12
6.0	Normal Line / News (7)	03/25/12-03/25/12	1	:30	10P- 10:35P (MST)								1	1	\$3,000.00	\$3,000.00	Salt Lake City (KUTV)	NEWS	3/20/12
7.0	Normal Line / News (8)	03/26/12-03/26/12	1	:30	6P- 6:30P (MST)		1							1	\$1,200.00	\$1,200.00	Salt Lake City (KUTV)	NEWS	3/20/12
8.0	M/G For 2.0.1 / News (M1)	03/26/12-03/26/12	1	:30	5P- 5:30P (MST)	1	X							1	\$1,200.00	\$1,200.00	Salt Lake City (KUTV)	NEWS	3/21/12
9.0	Normal Line / News (5)	03/23/12-03/23/12	1	:30	6P- 6:30P (MST)	1					X			1	\$1,200.00	\$1,200.00	Salt Lake City (KUTV)	NEWS	3/22/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
		Katie Freckleton	3-22-12	

EP HEADLINE# 6072811  
\*\* UNAPPROVED REV #1 \*\*\*

REP: TEL# 215-564-1206  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET

FAX# 215 564 1103  
HARRIS REPORT FROM REP MAR20/12 13.3  
\*\*CHANGES\*\* \*\*\* KUTV-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/FREEDOM PATH  
AGY # \_\_\_\_\_ AGY. NAME STRATEGIC MEDIA SERVICES  
3299 K. STREET NW, SUITE 200  
WASHINGTON, DC 20007

REP.# \_\_\_\_\_ OFF.# \_\_\_\_\_ SALESMAN # WV  
BUYER NAME NEIL WILLIAMS  
SALES PRSN WA- CHERYL BLAIR

ORDER # 1268060 CONTRACT # 6072811 CLASS: NATL. LOCAL REGIONAL  
PRDCT FREEDOMS PATH EST# \_\_\_\_\_ COMMENTS: (LINE, ORDER, INVOICE) \_\_\_\_\_  
FLIGHT DATES MAR21/12 MAR27/12 WK-1  
CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE MAR20/12 13.34

EP: TO KATIE  
FR CHERYL  
RVSD RATES PER SHANNON...CUT SPOTS  
RVSD TTL \$9800  
PLS CNF THANKS

ON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

TV:3/21-27/12

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
<del>1</del>	S		1200N-100P	30		\$500.00 ✓	3/22	3/23	1		TH-F	1
PROGRAM : 2 NEWS AT NOON												
<del>3</del>	R		500P-530P	30		\$1,200.00 ✓	3/22	3/22	1		THU	1
PROGRAM : 5 NEWS												
<del>4</del>	R		500P-530P	30		\$1,200.00 ✓	3/27	3/27	1		TUE	1
PROGRAM : 5 NEWS												
<del>5</del>	RS		600P-630P	30		\$1,200.00 ✓	3/21	3/23	1		W, F	1
PROGRAM : 6-630P												
<del>6</del>	R		800A-930A	30		\$1,000.00 ✓	3/25	3/25	1		SUN	1
PROGRAM : SUNDAY MORNING												

REP HEADLINE# 6072811  
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\*\*\* KUTV-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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7	R		1000P-1035P	30		\$3,000.00 ✓	3/25	3/25	1		SUN	1
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PROGRAM : SU LATE NEWS

8	R		600P-630P	30		\$1,200.00 ✓	3/26	3/26	1		MON	1
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PROGRAM : 6P-630P

MAR/12 \$6,900.00 APR/12 \$2,900.00

CONTRACT TOTAL \$9,800.00  
TOTAL SPOTS 8

MARKET TOTALS \$75,000 KUTV 13% KTVX 22% KSL 40% KSTU 25% KUCW 0% KJZZ 0% KCSG 0%  
KMYU 0%

VC- NSI  
EMOS- RA35+\*

DD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE